

Bill - This is just a
starting point. I edited &
added to a speech that I gave.

Hammacher Schlemmer

Offering the Best, The Only and the
Unexpected for 148 Years

The company began in 1848 in New York city as a hardware store, and since it's inception Hammacher Schlemmer has been known as the place to go for things hard to find. Today we have stores located in New York, Chicago, and Beverly Hills, and publish 13 catalogues a year.

Hammacher Schlemmer has had a strong history of innovation both in the products we sell as well as the services we offer. We were one of the first companies to sell parts to horseless carriages, and introduced to America many products that were once considered new-fangled gadgets, and later became household necessities. Today this innovative spirit continues with new products and services still a key part of our mission..

I've given
a copy to
Carmen
& she
knows to
meet
with you.

Also - I
was thinking
that maybe
you could
open or
include
somewhere
the NY
store
commercial.

It focuses
on Innovation -
So I think it
will work -
Dennis

Philosophy

- To give consumers an innovative way to solve everyday problems with unique, top quality products.

Our corporate philosophy is to give consumers an innovative way to solve everyday problems with unique, top quality products. And for more than 148 years the company has practiced this philosophy.

The History of Hammacher Schlemmer

- Established in 1848 by William Tollner
 - Joined by nephew Alfred Hammacher 5 years later
- Flagship Store in New York - 1848
 - One of America's first national hardware stores
 - Sold "new" and unique products
- First Catalogue Mailed in 1881

This philosophy began at the time of the company inception back in 1848 when America was a country under construction.

William Tollner opened a small hardware business in lower Manhattan, and five years later his nephew William Schlemmer was given the job of selling tools in front of the store.

By the turn of the century, Hammacher Schlemmer was acting as a supplier to what was fast becoming a nation of inventors and builders. The store was also an outlet for the wonderful new products that were to make America the envy of the world.

How did customer's reach us in the 1800's? Well through our store in New York, and our catalogue. Our first catalogue was mailed in 1881 and Hammacher Schlemmer has the distinction of being the oldest continuously published catalogue in America.

Progressive Retailing

- The place for things Hard to Find:
 - Supplied building material to contractors and homesteaders
 - Sold automotive parts when there were 600 cars in New York
- Among the first businesses to install electric lighting
- Initial subscriber to New York telephone directory

Because of our reputation for being the place to go for things hard to find, contractors developing the first Manhattan commercial buildings and homesteaders on the frontier in want of a nail came to Hammacher Schlemmer.

We were one of the first business establishments in the country to install electric lighting. And, in 1878 the store was listed among the initial 271 subscribers in the first New York city telephone directory.

Product Evolution

- Began with hardware
 - Moved to household devices
 - Added unique luxury items
 - Focused on solving problems for customers

As customers needs evolved from building supplies like swages, saw bummers and plumb bobs, Hammacher Schlemmer began adding household devices and luxury items to fulfill our customer's desires for the finer things.

But throughout that time we continued to stay true to the philosophy of solving everyday problems for our customers. Because of this philosophy our name has become synonymous with innovation. It was at Hammacher Schlemmer that America first saw products like the pop-up toaster, steam iron, blender, and phone answering machine. At the time of their introduction many of these products were considered "new fangled gadgets", but our Hammacher Schlemmer merchants have always had the knack for identifying those items which will eventually become household necessities.

Famous Firsts

-
- First Electric Shaver - 1934
- First vacuum cleaner -
- First steam iron - 1948
- First electric toothbrush -
- First microwave oven - 1968
- First Cordless Phone - 1975

In 1930 when we introduced the pop-up toaster, President Herbert Hoover was in office and the comic strip "Blondie" began..

In 1948 when we introduced the electric shaver Harry Truman was president, Prince Charles was born, the the long-playing record was invented.

Every day significant history is made and new inventions come to market, the question is which ones will become household necessities?

The Hammacher Schlemmer Institute

- Independent organization which tests and rates products
 - free of commercial bias
 - determines superior product and gives "best" rating
- Institute also works with inventors
- Screening for Search for Invention competition

In 1983, Hammacher Schlemmer created the Hammacher Schlemmer Institute. This associated but independent organization tests and rates competing products in an environment free of commercial bias.

The Institute also acts as the final determination for the ultimate endorsement - a Best Rating. For a product to be given a best rating the institute performs side-by-side comparison testing of all similar products known to the Institute. The Institute utilizes experts as well as customers to assist in the testing process. The product which is rated "the best" is given the best rating which is often seen in our catalogues.

The Institute also works with the inventor community. Often times inventors will call us wanting to bring a product to market. The Institute can be the starting point for giving the inventor some direction. The Institute also does the initial screening on products entered into our annual Search for Invention competition to narrow down to a semi-finalist list. They evaluate the claims of each product and if necessary do additional research to support those claims.

Search for Invention

- Recognizes inventors of general consumer products
 - solve an existing lifestyle problem or enhance the quality of our lives
 - have not yet reached the marketplace
 - » Awards cash grants to the winners
 - » Works with inventors on p.r. opportunities

So you are probably wondering what Search for Invention is --

Well.....Its an annual competition sponsored by Hammacher Schlemmer to nourish the climate of innovation and technological creativity within the inventor community. After all, inventors have been the cornerstone of our business for over 148 years.

Hammacher Schlemmer will not necessarily sell any of the items from Search for Invention, and it is not our intention to do so.

Our real goal is to show support to the different communities we are involved with as a company , and we felt the inventor community was critical to recognize and encourage.

We award small cash grants and put forth a significant public relations effort for the announcement of the winners. Last year, we received nationwide television, radio, and print press on the competition. This is our third year sponsoring the contest and our winner was announced from Search for Invention '96 at our New York Store last week.

One thing that have consistently found is that people are rooting for inventors. They want to see you succeed, and are intrigued by your ability to create something spectacular.

Recognized for Innovation

- Only retailer at "Innoventions" in Walt Disney World
 - A showcase for best ideas of industry and technology
 - millions of guests interact with the latest
 - permanent trade show
 - 1,000 sq. foot exhibit space for Hammacher Schlemmer

I read an article the other that that said before Walt Disney's brush with success, he was fired by a newspaper for lacking ideas. He also went bankrupt several times before he built Disneyland. The same article said that a memo written from an MGM testing director on Fred Astair's first screen test said, and I quote "Can't act. Slightly bald. Can dance a little".

I tell you these things to emphasize the importance of what these two people accomplished through believing in themselves and their mission.

For a small company, we have been able to develop many significant strategic relationships.. One that we are particularly proud of is our association with The Walt Disney Company.

Today, if you went to Walt Disney World in Florida, you will find a Hammacher Schlemmer exhibit at Innoventions at Epcot. Innovations is a showcase of the best ideas of industry and technology. Millions of guests can interact with the latest technologies from a select group of leading edge companies such as Apple Computer, AT&T, General Electric, IBM, General Motors, Oracle, Motorola, and Hammacher Schlemmer. Although we are not a manufacturer, we represent the small business inventor community and showcase many new and interesting products in our 1,000 sq. feet of exhibit space.

One of the first retailers to sell electronically

- CompuServe - 1988
- Prodigy - 1990
- America Online - 1994
- Internet - 1995

In the last year, you have probably heard and read the hype behind the Internet and other electronic marketing methods.

We started marketing electronically before it made the significant headlines that we are seeing today. We began with CompuServe in 1988, expanded to Prodigy in 1990, America Online in 1994, and we have been experimenting with the Internet since early 1995.

We have always tried to stay one step ahead by focusing our thoughts on the future. What will the consumer want? How will they shop? How can we make their lives easier?

Committed to the inventor community

- Since the company's inception open door policy to the inventor community
- Formalized the commitment with Search for Invention
 - Annual competition

Finally, I wanted to finish with our continued thanks and emphasize our commitment to the inventor community. It is you that have helped make Hammacher Schlemmer last a century and a half, and it is you that we hope to continue working with and supporting through the next century and beyond.

- 4 ☐ Picture of mix of current catalogues
- 5 ☐ Picture of Bowery Boys
- 6 ☐ Picture of Flagship Store - old
- 7 ☐ Picture of early catalogue
- 8 ☐ Picture of Chicago Store
- 9 ☐ Picture of America Online
- 10 ☐ Picture of Innoventions
- 11 ☐ Picture of Institute Testing
- 12 ☐ Picture of Best Spread
- 13 ☐ Search for Invention
 - Materials visual (logo)
 - Picture of significant P.R. placements
 - Wall Street Journal (and others spread)

...the following...
...the first screen...
...the first screen...
...the first screen...

• An expert and of famous football...
...the first screen...
...the first screen...

• London May Alcott, the mother of...
...the first screen...
...the first screen...

• Hawthorne handled the work in...
...the first screen...
...the first screen...

...the first screen...
...the first screen...
...the first screen...

...the first screen...
...the first screen...
...the first screen...

Obstacles Get You Down

The transfer of...
...the first screen...
...the first screen...

• White...
...the first screen...
...the first screen...

• Eighteen...
...the first screen...
...the first screen...

...the first screen...
...the first screen...
...the first screen...

...the first screen...
...the first screen...
...the first screen...

...the first screen...
...the first screen...
...the first screen...